

2072

Advanced Diploma Course (Add-on)

Advertising and Sales Management

Paper - II (CAS-106): Sales Promotion and Public Relations

Time allowed: 3 Hours

Max. Marks: 75

**NOTE:** Attempt five questions in all, including Question No. I which is compulsory.

x-x-x

- I. Attempt any five of the following:-
- a) Give objectives of sales promotion.
  - b) Define sponsorship.
  - c) Define exhibitions and their importance.
  - d) Describe the functions of media.
  - e) Benefits of public relation activities.
  - f) Difference between consumer promotion and trade related promotion
  - g) Similarity between public relation and publicity
  - h) Advantages of sales promotion. (5x3)
- II. What are the factors that affect sales promotion growth? (15)
- III. Write note on:-
- a) Functions of packaging
  - b) importance of rebates
  - c) customer relationship (3x5)
- IV. Develop a sales promotion campaign for kid's apparel. (15)
- V. Promotion is more beneficial for marketers than for either consumer or society. Do you agree? Justify your stand. (15)
- VI. Explain the steps in promotion planning process in detail. (15)
- VII. 'Public relations play an important role in marketing'. Explain this statement. (15)
- VIII. Give the account of various tools used in public relations. (15)

x-x-x